

We claim:

1     1. A computer readable medium storing a web page  
2     wherein the web page comprises a plurality of computer  
3     readable instructions, the instructions representing page  
4     content and an embedded advertising tag, wherein the  
5     advertising tag when executed by a web browser, causes  
6     the browser to:

7                 download from a server, at least one media file  
8     forming a predefined advertisement, while the browser is  
9     displaying a content web page to a user; and

10                during an interstitial interval occurring in  
11     response to a user-initiated event for transitioning  
12     between successive web pages, suspending the download and  
13     displaying said one media file so as to render the  
14     advertisement through the browser to the user.